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ABSTRACT

Described in this booklet are the planning, implementation, and evaluation stages needed in the development of a career education newsletter, a publication by the local school which keeps the community informed of career education activities and events. This guide explains the factors which must be determined in the production of the newsletter, discusses the implementation and dissemination of the paper, presents special problems which may be encountered, and concludes with a brief explanation of how to evaluate the newsletter. (This guide is one of several focusing on the development of different components of a career education program.) (BM)

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"How To" Plan, Implement and Evaluate a Career Education Newsletter

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A Generic Definition of Career Education
by
Dr. Kenneth B. Hoyt
Associate Commissioner
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"In a generic sense, the definition of Career Education must obviously be derived from the definition of Career and Education. 'Career' is the totality of work one does in his/her lifetime. 'Education' is the totality of experience through which one learns. Based on these two (2) definitions, 'Career Education' is defined as follows: 'Career Education' is the totality of experience through which one learns about and prepares to engage in work as part of his/her way of living."

What Is a Career Education Newsletter?

A career education newsletter is a document which describes and shares activities and techniques among other career education practitioners, parents, business, industrial, and professional personnel. It is a method of keeping others informed on what you are doing in your educational setting.

Dr. Kenneth B. Hoyt, Associate Commissioner for Career Education in the U.S. Office of Education, has repeatedly said that if career education is to be implemented on a nationwide basis, career education practitioners must *share ideas* and *techniques* with one another as well as with the community. An effective approach to sharing these ideas and techniques is through a career education newsletter.

How Do I Begin To Plan a Career Education Newsletter?

ORIENT the school administrators and the board of education, emphasize the need for a career education newsletter and secure their permission.

ORIENT the faculty and get their responses.

PLAN by utilizing the input of an advisory council or committee of select educators to determine cost and alternative choices for the following:

- typing – Do you plan to utilize the services of a typing class or do you plan to hire an experienced typist?
- composing – Do you plan to have teachers write their final articles or do you plan to hire a news reporter?
- printing – Do you plan to duplicate copies on a mimeograph machine or do you plan to hire a printer?
- addressing – Do you plan to type addresses on a master, duplicate copies and label each newsletter or do you plan to use the stencil addressograph method?
- disseminating – Do you plan to hand-carry the newsletter or do you plan to mail them? If you plan to mail them, what rate will you use and how many do you plan to send?

Next, you DETERMINE the following factors:

Number of issues—How many issues will you need to print?

- It is a good practice to send all school personnel, interested parents, business, industrial and professional personnel a copy of your newsletter.
- Secure the names of other interested educators.
- Always keep extra copies on hand for future visitors.

Kinds of articles—What kinds of articles will interest the reader?

- This, of course, will vary according to your needs. It is always safe, however, to begin with *human interest* activities.

- If you get feedback concerning other interests, such as announcements, descriptions of new courses, school philosophy, etc., then adjust your purpose accordingly.

Recipients of newsletter—Who will be reading the newsletter?

- Chances are you will have a cross-section of readers; therefore, you should gear your articles accordingly.

- Teachers are interested in classroom activities; parents are interested in their children; the community is interested in their educational association with the school, etc.

Methods of printing—What method of printing can you afford?

- The most inexpensive method, of course, is to **type** your newsletter **on a master stencil** and run copies on a mimeograph machine. If you choose this approach you will be concerned with the general layout of the paper, including the number of columns, size of headlines, correct spacing, etc.

On the other hand, if you choose the **cold type method** you have two alternatives:

- You can prepare a "dummy layout" of your newsletter—the exact way you want it to be in the final edition—and the printer will photograph it and run copies; or,

- You can prepare your articles and let your printer set the type and headlines. This alternative of cold type is more expensive, but appears more professional.

- The first alternative is more time consuming on your part.

- If you decide on the first alternative, you should allow approximately three days for printing. However, if you decide on the second alternative, you should allow approximately seven days for printing.

- Cost estimates, of course, will vary according to the printer you contact.

Method of addressing—Which method is most suitable to your needs?

- If you have fewer than 500 newsletters, it would be most feasible for you to select the master list copy method. You simply type a master list of addresses, make copies of them on label paper, and apply each label to separate newsletters.

- However, if you have more than 500 readers, you would probably select the stencil method. In this method, you type the addresses on a 2" x 4" stencil and run it through an addressing machine. With this method, you can address a large number of newsletters in little time.

Method of distribution—How do you plan to mail your newsletter?

- If you mail over 200 newsletters, the most feasible method is bulk rate; you pay for weight, rather than for individual letters.

- In order to get a bulk rate you must agree to send at least four newsletters annually and you must obtain a non-profit permit number.

- Your postmaster can give you further details.

Graphics—How many pictures, cartoons, etc., will you need? Who can do this type of work?

- Usually one picture per newsletter is sufficient. A cartoon or some kind of graphic arts has eye-appeal to the reader. Use your own discretion, however, in limiting these inserts.

- Oftentimes, students who, either have an interest in photography or belong to a photography club, are very willing to take

pictures for a newsletter. And for the graphic work, you might call upon talented art students or teachers or you might consider hiring an artist to work with the overall layout.

Mailing list—How will you obtain your mailing list?

According to your list of recipients, you might contact the following places in order to obtain addresses:

- *Board of Education Office* will have a listing of all school personnel.
- *Parent-Teachers' Association* will have a listing of parents and other community people.
- *Chamber of Commerce* or a comparable association will have a listing of all business, industrial and professional personnel in your vicinity.
- *Government Agencies* will have a listing of personnel on employment services, social-welfare services, etc.

When possible, obtain home addresses—especially home addresses of school personnel and parents.

Be sure to secure the name, address, and *zip code* of all recipients.

It is suggested at this point that you decide on the method of addressing (stencils, labels, typing, etc.) and begin work on this task. A further suggestion: if your mailing list exceeds 800, it is wise to use the *stencil* method.

Organize your mailing list according to zip codes. This is especially necessary if bulk-rate mailing is to be used.

Inform your recipients to contact you when address changes are to be made.

Now That I Have The Newsletter Planned, How Do I Implement It?

First, you appoint an EDITOR, PHOTOGRAPHER, and ARTIST:

- Select an individual who has experience in writing, layout design, and graphics.
- Utilize the expertise of the English department/journalism classes for editing.

- Utilize the photography club, or any person(s) interested in photography, in taking pictures for the newsletter.
- Utilize the art department for the graphics.
- Regardless of input, identified individual(s)—editor/co-editor, photographer(s), artist(s)—should be responsible for writing, printing and disseminating the newsletter.

Then, you set a DATE for the FIRST ISSUE:

- Set a date for your first issue and accomplish other phases accordingly.

The following is a time-line you might want to follow:

- After collecting all your articles for the first issue allow approximately:
  - Two days for editing
  - Two days for typing
  - One day for proofreading
  - One day for preparing the "dummy layout"
  - Three days for getting the rough draft from the printer.
  - One day for proofreading the printer's rough draft.
  - Seven days for printing and folding.
  - One day (for every 1000 copies) for addressing.
  - One day for mailing
  - Three days for delivery.
- It is effective to have a consistent deadline date for each issue so that your newsletter will be on time.

Next, you CONTACT TEACHERS for ARTICLES:

- Visit or contact teachers on a regular schedule and urge them to submit articles by a designated *deadline*.

- Keep the photographer(s) informed on all events and schedule the photographing accordingly.

- Coordinate art work with assigned personnel.

Now, EDIT the NEWS ARTICLES:

- First of all, strive for a variety of articles. Then, edit them using "active voice" verbs when possible.

- Include important details; yet, do not expound too much on activities – strive for succinctness.

- Rate articles according to their importance. It is more effective to have a committee or a select number of key people to determine the ratings. Have article one to appear at the beginning; then two, etc.

The next step, you PROOFREAD the NEWSLETTER:

- Whether you type, duplicate or print your newsletter, it is very important to have select people proofread the final layout.

- It is helpful to have at least three proofreaders.

After that, you GET RESPONSES from the ADVISORY COMMITTEE:

- It is important that you get responses from the advisory committee or select people concerning the format, content, style and other considerations.

- Most importantly, be willing to *incorporate* their suggestions in editing the newsletter.

Then, you PRINT the NEWSLETTER:

- If you decide to mimeograph your newsletter, first type it on paper, then type it on a stencil.

- If you decide to duplicate it on an offset machine, you just need to type the final draft on paper.

- However, if you decide to have it printed, you need to make a "dummy layout" of the final draft. Place the articles and headlines where you want them to appear. Likewise, place the pictures and graphics in their appropriate places.

- It is necessary that the printer has an abundance of one, two and three line statements, facts, or other information called "fillers." These *brief* comments are used to fill extra space.

- Generally, paper 8½"x14", then folded once or twice, makes an attractive newsletter. And, regular 8½"x11" paper, folded once, is also attractive. The size of your newsletter is simply a matter of personal preference.

Finally, you DISSEMINATE THE NEWSLETTER:

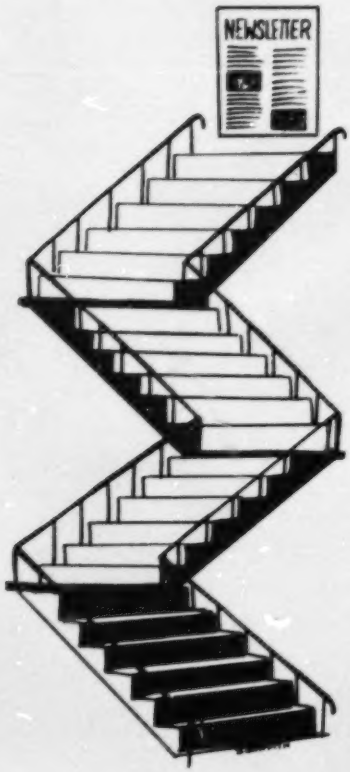
- After completing the printing process, you are ready to address the newsletters whether it is labeling, typing, or using the stencil method. Again, if you plan to send a monthly or bi-monthly newsletter, and the number exceeds 800 copies, it is recommended that you use the stencil-addressograph method.

- Double check to see that *all* people on your mailing list have a newsletter.

- Sort the newsletters according to zip codes.

- Count the number of newsletters in one pound.
- Weigh one newsletter.
- In order to send newsletters bulk rate, you must send a minimum of two hundred copies.
- Contact your local postmaster for further information.

What Are Some Challenges In Writing A Career Education Newsletter?



CAN YOU REACH THE TOP OF THE STAIRS?

A. *Cost* is the first factor you should consider before any others.

You might consider these questions:

How much *money* is available for the newsletter?

How do I want to ***print*** it?

How *many* do I want to send?

How many *pages* do I want to include?

B. *Time* is of essence in two ways:

How much time do I need to write a newsletter?

How often and when do I need to send a newsletter?

C. *Cooperation* is of utmost importance. In order to develop and disseminate a newsletter, first, you must have the cooperation of the principals and teachers.

Do the principals and teachers approve of a newsletter?

Are teachers willing to write news articles?

Is someone willing to take pictures or to do graphics, etc.?

How Do I Evaluate A Career Education Newsletter?

Arrange a committee meeting:

- Arrange to meet with a committee at least once a year to critique the newsletter and provide future direction.

Prepare a Reader Evaluation:

- Prepare and conduct a yearly reader evaluation and plan future issues accordingly.

Additional information on the newsletter can be procured by contacting:

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